



(865885-D)

- **Our Company Introduction**

- Seri Mutiara Development Sdn Bhd is a young homegrown development company with 20 years plus management experience in construction on building and housing projects, locally and abroad. The main purpose of Seri Mutiara Development Sdn Bhd is to develop affordable and quality accommodation, infrastructures and other facilities in MutiaraVille@Cyberjaya.
- Seri Mutiara Development Sdn Bhd is embarking on its pioneer development project in Cyberjaya with the total land area of 19.27 acres. The maiden project will have an estimated GDV of RM 1 Billion, with the vast experience of its management team in divest qualification and experience in construction, management & sales, it will transform to be a developer that is reputable, great quality and affordable accommodation in Cyberjaya.

- **Our Company Mission**

- Our mission is provide quality and affordable homes for the community of Cyberjaya.

- **Our Company Vision**

- Our Vision is to be the preferred developer in Cyberjaya to enable families to own affordable home with quality lifestyle.

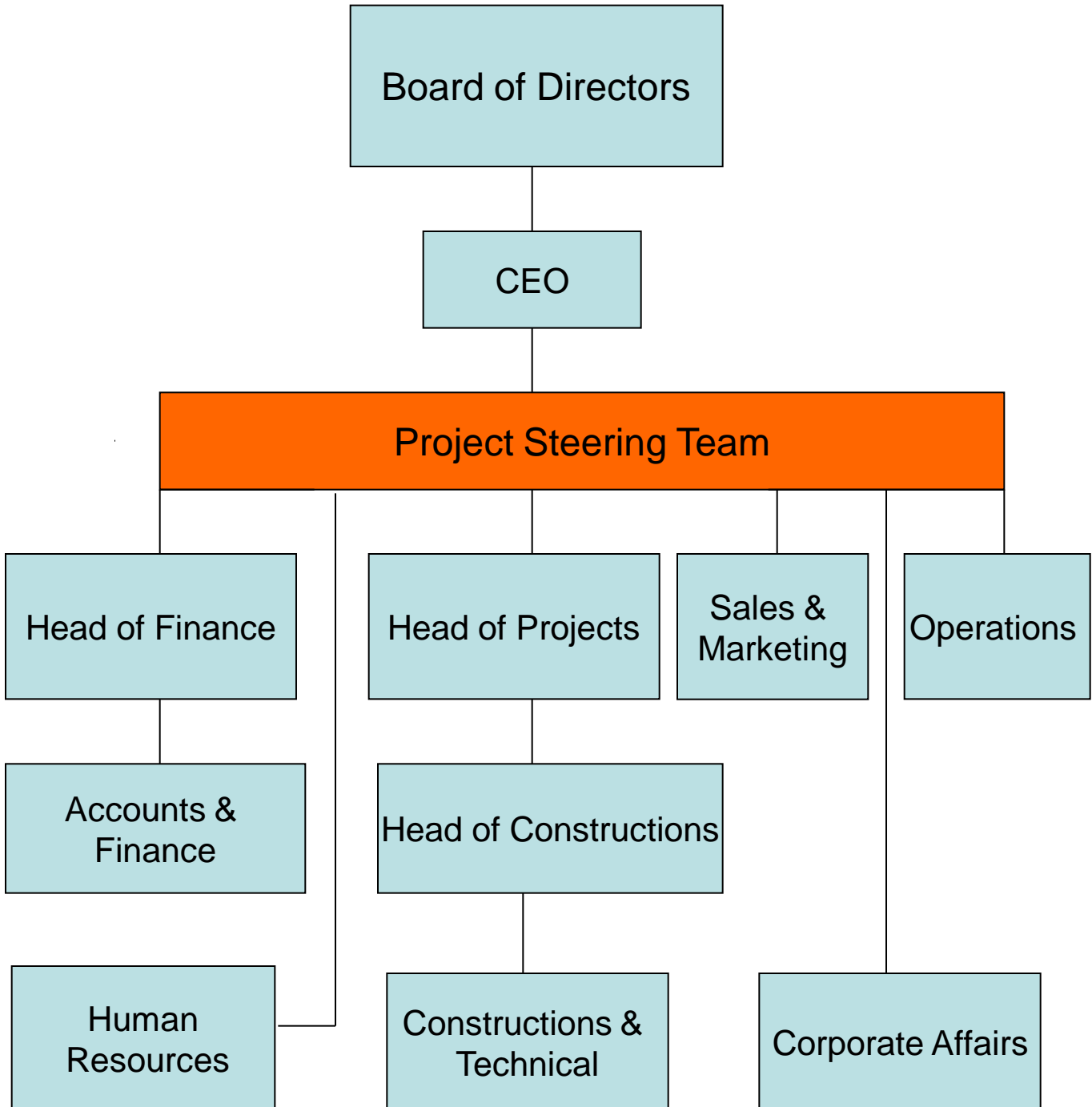
- **Our Core Values**

- **Quality**
- **Sustainable**
- **Safe**
- **Vibrant Community**

Our Corporate Information

- Company Name: Seri Mutiara Development Sdn Bhd
- Company No: 865885-D
- Date of Incorporation: 24th July 2009
- Registered Address: 22A Jalan Lazat 2 Happy Garden
- Telephone No: 03 7983 9182
- Facsimile No: 03 7983 9185
- Email Address: marketing@serimutiara.com.my
- Website: www.serimutiara.com.my
- Authorised Capital: Rm 5,000,000.00
- Paid Up Capital: Rm 5,000,000.00
- Principle Banker: Maybank Berhad
- Company Secretary: Smart Management Consultants Sdn Bhd(727828-D)
- Auditors: CSS & Co (AF 1538)

Our Organisational Chart



Our Management Profile

Datuk Benny Hoe Tze Fook Managing Director

Datuk Benny Hoe is the founder of the Axisjaya Group of Companies, which was incorporated in 2004, focusing in construction and civil engineering.

This group of companies is dynamic and well established in construction and undertook more than 20 housing and hospital projects throughout Malaysia, with the Government of Malaysia & private entities, and overseas in Indonesia.

Datuk Benny has completed projects with total contract sum in excess of RM600 million.

His personal philosophy is based on hand-on knowledge, building reputation and “out of the box” leadership aided by a strong management team.

Datuk Loh Saw Foong

Executive Director

Datuk Loh Saw Foong is a business entrepreneur that has successfully transformed his father business from a Chinese Medical Hall to FMCG distributor in Negeri Sembilan, Melaka and part of southern Selangor.

Today, Thye On Thong is a major distributor for 12 multinational company with more than 1600 active accounts.

The success of Thye On Thong is recognized by being awarded The Golden Bull Award in year 2006 with a turnover of only RM 45million. In 2010, Thye On Thong business has grew more than 100% with turnover beyond RM 94 million with more than 100 work force. Colgate Palmolive, Kao, Kraft, SC Johnson and DKSH are a few branded household names that Thye On Thong is the exclusive distributor and a testimonial to the success of Datuk Loh and his company.

Mr. Jeffrey Yong Chee Keong

Group Chief Executive Officer

Graduated from USA in Business Management & minor in Psychology, Jeffrey CK Yong brings with him 25 years of experience from top Fortune 500 companies. Prior to SMDSB, he was Country Manager managing Singapore, Thailand, Malaysia and setting up sales operations in Australia. Being pioneer in Space management implementation in Malaysia, he has also conducted many market feasibility studies for international and local companies.

A process oriented person, he is also “ACE” trainer and has develop many personnel in the field of sales & marketing. With all the various international attachment and experience, he now set to share his expertise in a local Malaysia company

Mr. Allan KC Tan

Head of Projects

Allan has more than 23 years experience in project management, property development, infrastructure, consultancy, site supervision, and implementation of numerous projects ranging from commercial, residential, institutional, to hotel and resort developments in United Kingdom, South East Asia, and Middle East.

His previous appointments include Group Project Director of Karambunai Corp Bhd and in charge of the Karambunai Integrated Resort City development in Sabah. While with Limitless LLC, Allan was the project development manager and involved in the Downtown Jebel Ali, a 200 hectares master planned development in Dubai. He was later posted to the Halong Star project, a 125 hectares resort and mixed development in Ha Long Bay, Vietnam.

He was also the Technical Director and Chief Resident Engineer for The Dubai Mall and Hotel project by Emaar Properties, which was the largest mall in the world when opened in 2008.

Allan graduated from the University of Leeds and spent his early careers in United Kingdom. He is a chartered structural engineer with vast experience in project management and engineering consultancy work in many different parts of the world. His technical background and diversified experiences in project development will enhance his position to steer the project department to the next level of excellence.

Ms. Ami Yong Choy Peng

Head of Finance

Amy Yong is a flexible and adaptable astute CIMA qualified finance professional, with more than 20 years of experience in auditing, accounting, corporate finance and general management.

Prior to her joining Seri Mutiara she was involved and focused in the ICT industry mainly in infrastructure set up and end to end solution, in healthcare for the Public Sector.

She specializes in management, budgeting, strategic and financial planning. Her major strength is in driving activities effectively across different departments on analysis, reporting of system processes, internal control to achieve consistencies in financial performance and profit generation.

Amy also has past experience in the implementation of Standard Operating Procedures for many companies.

Prior positions in :-

- 1- ICT Solution Provider
- 2- Basic commodities and consumer products
in Indonesia
- 3- Audit and Taxation

Mr. Liew Siew Keong

Head of Construction

Mr Liew have 23 years of working experience in the construction industry, he has gain much exposure in National and International working experiences in industrial, institutional and commercial projects with government, private and multinational companies in the country.

He was involved in many major projects including KLIA, Putrajaya, Cycberjaya, Petronas petroleum and chemical plants, JKR universities and colleges, he has work with international clients such as Sunpower OUA, Titan Group, Evergreen Group, Toyo, Chiyota, Flour Daniel and Jacobs Engineering

Vincent Oh Hock Leong

General Manager

Vincent Oh have 20 years experience in the Financial Planning industry and is an Associate Financial Planner registered with Financial Planning Association of Malaysia.

He graduated in Swiss Hospitality Management and have worked in numerous international and local hotels in Switzerland, including Club Med Cherating and the opening of Parkroyal Hotel in Penang, Malaysia.

A Consultant and Trainer in Sales, Customer Service & Management to numerous organisations; Honeywell, Prudential, Great Eastern, Hong Leong, Bacardi Martini-Dewars, Mastercard Millionaire Golf and several local companies.

Currently he is the President of Malaysian Alumni Chapter, César Ritz University Colleges Switzerland, since 2009.

Vincent is also a Director of Effective Wealth Management Sdn Bhd, a property investment holding company specialising in acquisitions of property for students accommodation in Cyberjaya.